

# Barrio Logan Community Plan Market Study

Client: City of San Diego

ERA

*November 13,  
2008*

# ERA's Role

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- Economic and fiscal analysis of community plan alternatives
  - Market Study – real estate market for residential, office, industrial, and hotel development in Barrio Logan in the long term
  - Economic impact of alternatives – impacts on the San Diego regional economy
  - Local community impacts – jobs, affordable housing, services.
  - Fiscal impact of alternatives – impacts on city's tax revenues and costs
  - Impact on public facilities financing plan
  - The economic analysis will help to ensure that the community plan alternatives are feasible and can be implemented.

# Market study methodology

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- ERA analyzed the real estate market demand for office, industrial, housing and retail uses in Barrio Logan
  - Demographic and employment growth trends for San Diego and BL
  - Trends in office, housing, industrial, retail, and hotel markets
  - Review of growth in Centre City/Downtown and its influence on BL
  - Review of Port industries and its influence on BL
  - Estimate of demand for more retail and housing from neighborhood residents
  - Estimate of demand for office, industrial, retail, residential and hotel uses in the region, and Barrio Logan's ability to capture this new development over the long term.

# Existing market conditions in Barrio Logan

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- Barrio Logan has a population of 3,900 (excluding Naval personnel) and about 9,500 employees – a ratio of 2.4 jobs per resident
- SANDAG projects that BL will add 2,400 residents and 1,300 jobs from 2010 to 2030. 87% of population growth will be Hispanic residents.
- Office space is scarce and almost fully occupied in BL. BL is increasingly popular with start-ups and creative professionals.
- There has been little new retail development in BL. Residents shop outside of the neighborhood for many of their household purchases. Mercado project should help meet local demand for retail.
- Industrial and flex space is in high demand, and total inventory is decreasing.
- Recent new high end housing developments in East Village and to lesser extent in BL
- No 4 or 5 star hotels in BL currently, but proximity to Convention Center and Petco Park may attract hotels in the future .

# Primary project contact information

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